AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application. Please amend the claims, as follows:

1.-26. (Canceled)

27.   (Currently Amended) A method of providing multimedia service contents to at least one terminal via a wireless network, the method comprising:

generating at least one delivery packet containing the multimedia service contents and further containing a corresponding service logic defining how the multimedia service contents are presented at the at least one terminal;

generating the corresponding service logic using software stored in at least one software cartridge installed in a delivery application logic common to a plurality of multimedia services, each software cartridge containing software specific to a given multimedia service;

installing a new software cartridge in the delivery application logic, the installed software cartridge associated with a new multimedia service;

generating a service logic corresponding to the new multimedia service using software stored in the installed software cartridge;

transmitting the at least one delivery packet to the at least one terminal;

receiving the at least one delivery packet at the at least one terminal; and

presenting the received multimedia service contents at the at least one terminal in a manner defined by the received service logic.

28.-29. (Cancelled)

30.   (Previously Presented) The method of claim 27, further comprising:

providing at least one of a presentation module and an interaction module at the

at least one terminal, the presentation module configured to present the received

multimedia service contents at the at least one terminal and the interaction module

configured to facilitate user interaction between the received multimedia service

contents and a user at the at least one terminal.

31.   (Previously Presented) The method of claim 27, further comprising:

presenting the received multimedia service contents at the at least one terminal

using at least one sequence of screens linked one to another according to the received

service logic.

32.   (Previously Presented) The method of claim 27, further comprising:

providing a plurality of multimedia content building blocks associated with a

plurality of multimedia services, wherein the service logic defines how different

multimedia content building blocks are presented at the at least one terminal in order to

implement one or more multimedia services at the at least one terminal.

33.   (Previously Presented) The method of claim 27, further comprising:

generating the at least one delivery packet using a service standard template.

34. (Previously Presented) The method of claim 33, wherein the service standard template is defined in a markup language.

35. (Previously Presented) The method of claim 27, further comprising:

using a mobile communications network as the wireless network.

36. (Previously Presented) The method of claim 35, further comprising:

selecting the mobile communications network as one of a GPRS network and a UMTS network.

37. (Previously Presented) The method of claim 36, further comprising:

transmitting the at least one delivery packet via a data channel of one of a GPRS network and a UMTS network.

38. (Previously Presented) The method of claim 27, further comprising:

transmitting the at least one delivery packet via a transport protocol selected from the group consisting of MMS, HTTP and HTTPS.

39. (Previously Presented) The method of claim 27, further comprising:

providing the at least one terminal with at least one of a presentation module and an interaction module, the presentation module configured to present the received multimedia service contents at the at least one terminal and the interaction module

configured to facilitate user interaction between the received multimedia service contents and a user at the at least one terminal; and

providing the at least one terminal with an interpreter module configured to convert the received multimedia service contents into a form suitable for input into at least one of the presentation module and interaction module.

40.   (Currently Amended) A client-server system, comprising:

a server configured to generate at least one delivery packet containing multimedia service contents and further containing a corresponding service logic defining how the multimedia service contents are presented at a client terminal, wherein the server is configured to generate the corresponding service logic using software stored in at least one software cartridge installed in a delivery application logic common to a plurality of multimedia services, each software cartridge containing software specific to a given multimedia service, and wherein the server is configured to install a new software cartridge in the delivery application logic, the installed software cartridge associated with a new multimedia service, the server further configured to generate a service logic corresponding to the new multimedia service using software stored in the installed software cartridge;

at least one client terminal configured to receive the at least one delivery packet and present the received multimedia service contents in a manner defined by the received service logic;

a wireless network for transmitting the at least one delivery packet from the server to the at least one client terminal.

41.-42. (Cancelled)

43.   (Previously Presented) The system of claim 40, wherein the server is configured to provide a plurality of multimedia content building blocks associated with a plurality of multimedia services, wherein the service logic defines how different multimedia content building blocks are presented at the at least one client terminal in order to implement one or more multimedia services at the at least one client terminal.

44.   (Previously Presented) The system of claim 40, wherein the server is configured to generate the at least one delivery packet using a service standard template.

45.   (Previously Presented) The system of claim 44, wherein the service template is defined in a markup language.

46.   (Previously Presented) The system of claim 40, wherein the wireless network is a mobile communications network.

47.   (Previously Presented) The system of claim 46, wherein the mobile communications network is one of a GPRS network and a UMTS network.

48.   (Previously Presented) The system of claim 47, wherein the at least one delivery packet is transmitted to the at least one client terminal via a data channel of one of a GPRS network and a UMTS network.

49.   (Previously Presented) The system of claim 40, wherein the at least one delivery packet is transmitted to the at least one terminal via a transport protocol selected from the group consisting of MMS, HTTP and HTTPS.

50.   (Canceled)

51.   (Currently Amended) A server, comprising:

a delivery application logic configured to generate at least one delivery packet containing multimedia service contents and further containing a corresponding service logic defining how the multimedia service contents are presented at one or more client terminals, the delivery application logic comprising a plurality of software cartridges, each software cartridge containing software associated with service logic for a different multimedia service, wherein the delivery application logic is configured to generate the corresponding service logic using software stored in at least one software cartridge installed in the delivery application logic common to a plurality of multimedia services, and wherein the server is configured to install a new software cartridge in the delivery application logic, the installed software cartridge associated with a new multimedia service, the server further configured to generate a service logic corresponding to the new multimedia service using software stored in the installed software cartridge; and

-7-

a transmitter adapted to transmit the at least one delivery packet over a wireless network to at least one client terminal.

52.   (Currently Amended) A computer-readable medium comprising computer-executable instructions that are directly loadable in a memory of a computer and comprising software code portions for implementing multimedia services in a terminal of a wireless network, the software code portions comprising:

a presentation module configured to present multimedia service contents in a manner defined by a corresponding service logic;

an interaction module configured to facilitate user interaction between the multimedia service contents and a user at the terminal; and

an interpreter module configured to convert at least one delivery packet into a form suitable for input into at least one of the presentation module and the interaction module, the at least one delivery packet containing the multimedia service contents and further containing the corresponding service logic defining how the multimedia service contents are presented at the terminal, wherein the corresponding service logic is generated using software stored in at least one software cartridge installed in a delivery application logic common to a plurality of multimedia services, each software cartridge containing software specific to a given multimedia service, and wherein the software code portions are configured to install a new software cartridge in the delivery application logic, the installed software cartridge associated with a new multimedia service, and further configured to generate a service logic corresponding to the new multimedia service using software stored in the installed software cartridge.